



#### ABSTRACT OF THE DISCLOSURE

This invention is a system in combination of a POS system for managing data on goods purchased at a store in which a terminal of a sales management system is set and data on the demographics of customers who have made a purchase, an image forming system capable of printing out a sheet of paper arranged on which are guidance information including a map indicating a route to the place of a advertiser selected by an information selector, advertisement information on the advertiser and information on specials such as coupons, and a statistical data processor, for the advertiser to provide customers with detailed information that matches the demand of the customers for larger advertising efficiency. This combination proposes a guidance information providing system using a statistical processing function of a POS system as much as possible in combination of the POS system as a sales management system and an MFP as a multi-functional image retrieving and forming apparatus.